

**FEBRUARY 21, 2007 MINUTES  
RECRUITMENT AND RETENTION COMMITTEE  
LOUDOUN COUNTY FIRE RESCUE COMMISSION**

**MEMBERS PRESENT:**

Jim Gutierrez, Co. 2; Allie Love, Co.3; Matt Mutschler, Co.4; Clay McCuistion, Co.8; Christine Crabill, Co.9; Dan Cahill, Co.11; Bev Taylor, Co.11; Sheila Brendel, Co.12; Elaine Walker, Co. 12; Gwen Kjellberg, Co.15; Karen McQuaid, LCFR Volunteer Program Manager; Chris Lichvar, LCFR Volunteer R&R Specialist

Karen McQuaid called the meeting to order at 1935.

**TRAINING UPDATE:**

Chris Lichvar reported that he is the point of contact for working on resolving training disconnects with the Training Division. As of February 14, 42 people are enrolled in the spring Firefighter 1 class and approximately 30 people are enrolled in the spring EMT class.

Chief Pozzo has previously guaranteed that instructors will be found for all classes. Volunteers need to be encouraged to instruct.

Karen noted that a training workgroup has been formed and to contact Doug Rambo to join the group. The group will meet monthly, mostly via email.

**MONTHLY VOLUNTEER ORIENTATIONS:**

Committee members are requested to assist with the monthly Volunteer Orientations. The next orientations are scheduled for March 13 and April 25.

**RECOGNITION OPPORTUNITIES:**

Nominations for Loudoun Volunteer Services' nine outstanding volunteer award categories are due by March 1. The awards ceremony will be held on April 17.

**UPCOMING EVENTS:**

The next R&R networking group meeting is scheduled for February 23 in Virginia Beach. All committee members are invited to attend, contact Bill Lyden if interested in attending.

Flyers to post in stations were distributed for the following upcoming events open to volunteers:

- March 3: Roller skating at Purcellville Skating Rink sponsored by Co. 13
- March 10: Meeting of auxiliary members to discuss recruitment and retention, fund raising, benefits, transition from volunteer to combination station

**2006 CAMPAIGN UPDATE:**

Karen reported that from April through December 2006, there were 269 phone and web site inquiries. Of the 269 inquiries, 213 were referred to companies and 29 are current members.

**LEADERSHIP:**

A teleconference was held with Sara Gaba from 8:00-8:30 to discuss future training needs. A list of Renaissance Resources' available 2 hour interactive training modules was discussed. The group requested a more comprehensive outline/syllabus of the modules in order to select the most relevant and useful modules to offer to volunteers.

**2007 SPRING RECRUITMENT CAMPAIGN:**

A discussion of the funds available and the estimated expenses for the spring 2007 campaign was held. The group approved:

**Brochures and posters:** printing of 1700 brochures and 300 posters; cost approximately \$2,000

**Newspaper ads:** cost approximately \$5,400

- Coffee News: 13 weeks
- Loudoun Easterner: 6 weeks
- Loudoun Times Mirror: 6 weeks
- Middleburg Eccentric: 2 months
- Purcellville Gazette: 6 weeks

**Radio ads:** cost capped at \$60,000; request bid from Captus Communications, preferred stations:

- 92.5 WINC (Winchester, top 10)
- 98.7 WMZQ (country)
- 99.9 WFRE (Frederick MD, country)
- 103.5 WTOP (news)
- 1200 am WAGE (news)

**FIRE RESCUE AWARDS BANQUET, MAY 17, 2007:**

Karen circulated a draft of the invitation for review and revision. Invitations will be sent to volunteer and career personnel. The maximum capacity of the banquet room is 325 and RSVPs will be accepted on a first come basis.

A review of the 7 current awards and the nomination process was held. A new Leadership Award has been added to the award list.

Dan Cahill has been very successful in soliciting the following raffle prizes from area merchants:

Atlanta Bread Company	\$20.00
Olive Garden	6 @ \$5.00 each
Changs (Countryside)	\$20.00
Applebees (Sterling only)	\$25.00
Chili's Bar and Grill	6 @ \$5.00 each
Red Robin	2 @ \$20.00each
TGI Friday	2 @ \$8.00 each
Famous Dave's	\$25.00
Starbucks	2 1-lb bags of coffee
Chipotle	4 1-Free Burritos
Borders	\$30.00

Dan left donation requests letters at Sweetwater Tavern, Baja Fresh, The Cheesecake Factory, Corner Bakery, Ruby Tuesday and Logan's Roadhouse. O'Faolain's committed to a dinner for 2 to be picked up in April.

#### **COMPANY UPDATES**

Each representative reported on their company's R&R news.

The meeting was adjourned at 2130.